Saskatchewan

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Agriculture Development Fund

FINAL REPORT

PROVINCIAL U-PICK PROMOTIONAL STRATEGY

20000021

March 2001

Prepared by: Saskatchewan Fruit Growers Association

SAF
Saskatchewan Agriculture & Food

Adding value to agriculture...through research and development

Saskatchewan Fruit Growers' Association

Provincial U-Pick Promotional Strategy

FINAL REPORT - ADF Grant 20000021

a. Summary:

A provincial u-pick promotional strategy was launched to:

- Develop additional consumer demand for fresh Saskatchewan fruit resulting in increased fruit consumption and greater fruit sales
- Bring fruit growers together to work cooperatively on first industry-wide joint promotional program
- Support other industry development initiatives such as business/web-site

The campaign included two customized media releases, 26 billboards, a toll-free number, a web-site, 15,000 brochures, and four newspaper ads.

Growers reported higher consumer traffic. Newspaper articles featured local growers. Over 375 contacts were made via the toll-free number and web-site. Nineteen growers financially supported the campaign.

b. Technical Report:

Background:

Increased consumer demand, both domestically and externally, is essential to building a stronger fruit industry. Most growers have small operations primarily geared towards u-pick. By making the u-pick operations more profitable, growers may be willing to take greater risks and have more resources to build their operations into sustainable, commercial-scale orchards.

The u-pick promotional strategy was designed to bring independent growers together on a common marketing initiative while building domestic demand for locally grown fruit. Specifically, the project's objectives were:

- Develop additional consumer demand for fresh Saskatchewan fruit resulting in increased fruit consumption and greater fruit sales
- Bring fruit growers together to work cooperatively on first industry-wide joint promotional program
- Support other industry development initiatives such as business/web-site

Project Activities:

Slogan: An overall slogan was created - "No Fresher Fruit Unless U-PICK IT". Several other options were discarded after some basic testing.

Media Releases: Three newspaper editors were contacted to determine the most effective method of getting media coverage. They indicated that a generic media release would not be appropriate. Therefore, it was determined, despite the extra work involved, that a customized release was needed featuring local grower information.

A SFGA volunteer created a database matching communities served by weekly and daily newspapers with grower locations. Two media releases were developed and customized for each newspaper. One release was distributed to weekly newspapers beginning May 22; the second release was distributed beginning June 19. The first release was geared toward strawberries while the second focused primarily on saskatoons.

Toll-free number: A permanent toll-free number was set up – 1-877-973-7848 (1-877-97-FRUIT). An arrangement was made with the Saskatchewan Wheat Pool's Communication Centre to answer the telephone inquiries during the campaign period. A total of 53 inquiries were received via the toll-free number. All inquiries were provided information on locations of growers nearest the callers. The toll-free number is now operated year-round and SFGA staff answer inquiries.

Web-site: A web-site (www.saskfruit.com) was launched in mid-June. It featured basic fruit and industry information, recipes, fruit care tips, grower map, and contact information. From June to December, the web-site had over 2,200 visits and over 60,000 hits. During the June – July campaign period, there were 325 visits.

Billboards: Two-colour, 10' x 20' billboard advertisements were created. Pattison Outdoor Signs was used as they have broad coverage of the province. A total of 26 billboards were booked in Saskatoon (9), Regina (9), Moose Jaw (2), Yorkton (2), Weyburn (1), North Battleford (2), and Estevan (1). Billboard signs were not available in Prince Albert or Swift Current. The billboards were displayed beginning June 19 for a one-month period. In several cases, the billboards were displayed for more than one-month until another billboard replaced the SFGA version.

2-colour on white
10' x 20' size
Outdoor signs

Newspaper Advertising: As billboard coverage was not available for some key grower areas, daily/weekly newspaper advertising was purchased. Newspaper ads were purchased in the Prince Albert Herald, Swift Current Booster, Melfort Journal and Nipawin Journal. Though customized slightly for the lineage requirements in each paper, each ad was similar in appearance and content to the billboard ad.

Grower Map: A brochure was developed, listing all growers and providing their locations on a provincial map. A total of 15,000 brochures were printed and distributed through tourism and chamber of commerce locations. The growers also distributed brochures in their areas. A contest was developed with a Temple Gardens Mineral Spa prize. Any consumer could enter the draw by visiting a grower location. The prize draw was made at the November 2000 Annual Meeting.

Grower Contributions: In the industry survey completed in April 2000, growers were asked if they would provide $25 toward a joint marketing initiative. When growers were contacted regarding the marketing strategy, they were asked to make the contribution. Nineteen growers contributed $25 towards joint marketing.

Results and Conclusions:

While no benchmark research was available that could demonstrate changes in public awareness, measurable inquiries and anecdotal information suggested that more consumers became aware that fruit is grown in Saskatchewan. A total of 346 inquiries were made through the toll-free number and web-site. Since the campaign concluded, the SFGA web-site has received an additional 3,000 visits (and over 69,000 hits).

A number of growers reported greater consumer traffic to their locations. In most cases, growers don't track visits so quantifiable results are not readily available nor can increases be attributed only to the promotional campaign activities. However, growers report consumers telling them they saw the advertising. In the future, SFGA hopes to track consumer awareness by asking consumers how they heard of the grower they visited.

In general, growers were pleased with the campaign. Other industries indicated that joint marketing campaigns could increase the members' positive outlook on the industry as a whole, and make the members more receptive to future joint activities. This campaign was important to the fruit industry because it sets the stage for other campaigns and showed growers what is possible as a group.

There is considerable debate over the effectiveness of each type of media – display (such as billboards), television, radio, and print (newsletter and magazines). Each has it own advantages. The billboard ads were cost-effective yet highly visible. SFGA experimented with radio advertising in fall 2000 to promote its introductory fruit growing education program. Several growers indicated that they felt the newspaper advertising and newspaper releases were more effective in their areas. The association needs to look at all media options in the future. Ideally a comprehensive (and more expensive) promotional campaign would use all types of media.

c. Personnel:

The promotional strategy did not fund any personnel other than a graphic artist, Bruce Weild, who designed the brochures and billboards. SFGA volunteers and staff were used to support the strategy's implementation.

d. Equipment:

No equipment was purchased or rented.

e. Project Developed Materials:

Enclosed are samples of the grower map brochure and a sample of the newspaper ad. The billboard design is found within this report (see section b.) The web-site is at www. saskfruit.com.

f. Project Photos:

No photographs were taken.

g. Acknowledgement:

The Agriculture Development Fund name and logo were integrated into the billboard and newspaper advertising. The Fund's support was also acknowledged in communication to growers - at events and in written correspondence.

WIN A GETAWAY PACKAGE *for 2 at* TEMPLE GARDENS MINERAL SPA

Visit a SFGA fruit grower featured in this brochure to enter the draw. Entries received by October 31, 2000 will be eligible for a random drawing to occur at the SFGA November 2000 Annual Meeting.

You can enter more than once. Odds of winning depend on numbers of entries received. The winner will be contacted by SFGA.

The prize consists of One (1) Spa Jacuzzi Suite Night including Spa Pool at the Temple Gardens Mineral Spa in Moose Jaw. The prize must be used by June 2001 and is valid for a Sunday - Thursday night stay only (may be upgraded to a weekend at the Winner's cost). The Winner is responsible for their transportation to and from the Spa, and for meals and incidentals. There is no cash value for the prize.

Temple Gardens MINERAL SPA RESORT HOTEL

Entry Form

Name: .....

Address: .....

City/Town: .....

Postal Code: .....

Phone Number: .....

Fruit Picked .....

Date of Visit: .....

Grower Name: .....

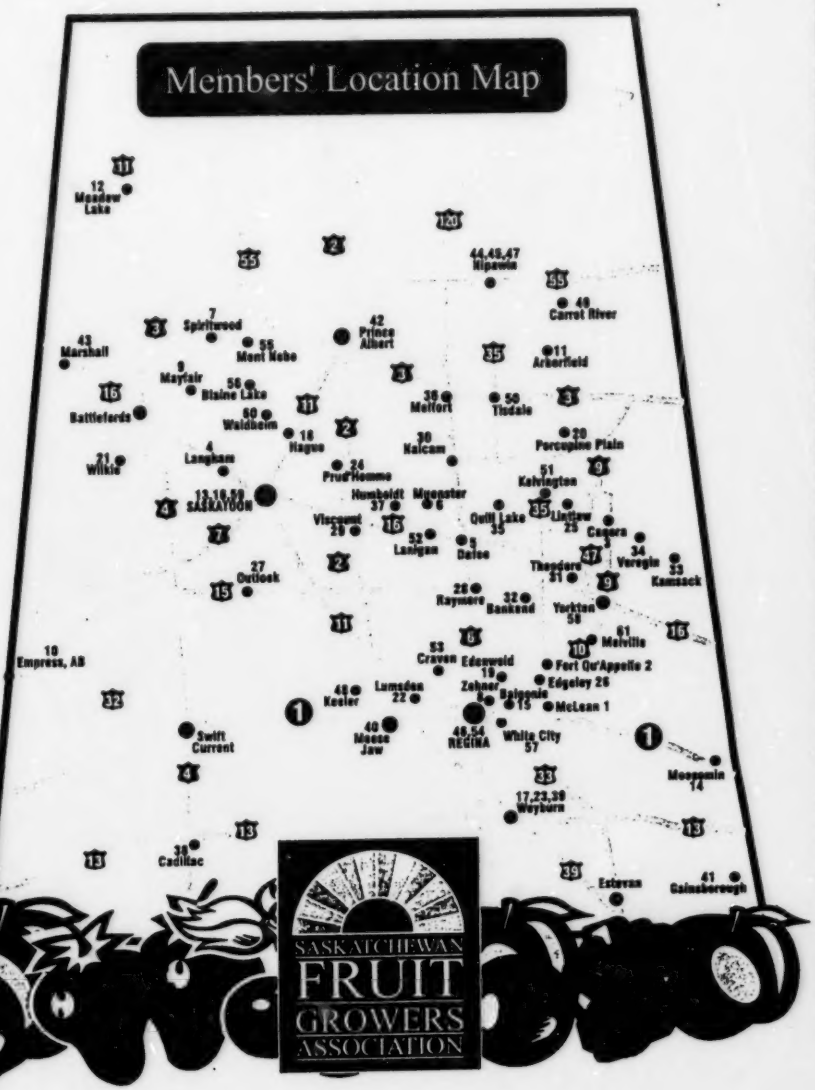
Drop off entry at participating fruit growers.

SASKATCHEWAN FRUIT GROWERS ASSOCIATION

- SASKATOON BERRIES
- STRAWBERRIES
- RASPBERRIES
- CURRANTS
- APPLES
- CHOKECHERRIES
- WILD BLACK BERRIES
- PIN CHERRIES
- SEABUCKTHORN

WIN A GETAWAY PACKAGE *for 2 at* TEMPLE GARDENS MINERAL SPA

Members' Location Map



SASKATCHEWAN FRUIT GROWERS ASSOCIATION

THERE'S NO FRESHER FRUIT THAN FSG IT PICK IT!

Strawberries & Blueberries in Orange Cream

This easy-to-make yet elegant dessert is absolutely delicious. If you don't have orange liqueur, just use 1 tbsp. (15mL) pure vanilla.

1/2 cup	real Whipping Cream	125 mL
1 tbsp	granulated sugar	15 mL
3/4 cup	French Vanilla yogurt	175 mL
2 tbsp	orange liqueur (such as Grand Marnier)	30 mL
3 cups	sliced strawberries	750 mL
1 cup	blueberries	250 mL
	fresh mint leaves (optional)	

1. In chilled bowl, whip real Whipping Cream until lightly whipped. Add sugar and whip until it holds its shape. Fold in yogurt and orange liqueur.
2. In serving bowl, combine strawberries and blueberries.
3. Spoon Whipped Cream mixture over top and mix lightly. Spoon into stemmed glasses. Garnish with fresh mint.

Variations

Melon and Blueberries in Orange Cream:
Substitute 1 medium cantaloupe, cubed, for the strawberries.

Banana, Orange and Grape in Orange Cream:
Slice 1 to 2 bananas and combine with 1 cup (250 mL) drained canned mandarin oranges and 1 cup (250 mL) halved seedless grapes. Garnish with toasted sliced almonds.

Mango and Kiwi in Orange Cream:
Peel and chunk 2 ripe mangoes and 2 kiwifruit.

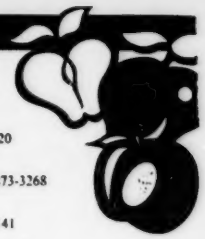
Preparation time: 10 to 15 minutes
Yield: 6 servings

For more great summer recipes, contact:

Saskatchewan Dairy Foundation
#2-425 Winnipeg Street
Regina, SK S4R 8P2
Tel: (306) 949-6999

milk
SASKATCHEWAN DAIRY FOUNDATION

U-Pick Locations



1 **AST BERRY FARM**
Ron Ast, McLean, SK • 699-2906
Strawberries

2 **TOP OF THE VALLEY BERRY FARM**
Murray & Janet Bedel, Fort Qu'Appelle • 332-4040
Strawberries, Raspberries

3 **BIG BERRY FARM**
Mark & Pam Bigoraj, Canora, SK • 563-4391
Strawberries

4 **BLUE SKY FARM**
Jarvis & Emily Blushke, Langham, SK • 254-4351
Saskatoons

5 **BUGLE RIDGE BERRY FARM**
Claire Bolt, Dafoe, SK • 554-3146
Saskatoons

6 **SASKATOON BERRY PATCH**
Edwin Bunz, Muenster, SK • 682-5578
Saskatoons, Chokecherries

7 **THE FRUIT BASKET**
Glen Caffet, Spiritwood, SK • 883-2639
Strawberries, Saskatoons, Raspberries, Chokeberries & Other

8 **BERNIE CHERNISHENKO**
Zelmer, SK • 781-5610
Raspberries

9 **MERVIN & BRENDA CHUDY**
Mayfair, SK • 246-2073
Strawberries

10 **FORKS MARKET GARDENS**
Cathy Cocks, Empress, AB • 403-565-2191
Strawberries, Saskatoons, Raspberries & Other

11 **DEER RIDGE BERRY FARM**
Murray & Claire Coulter, Arborfield, SK • 769-8903
Saskatoons, Chokecherries & Other

12 **LAKELAND HARVESTERS**
Dave Cubbon, Meadow Lake, SK • 236-3451
Saskatoons

13 **DAVIES SASKATOON ORCHARD**
Maxwell & Doreen Davies, Saskatoon, SK • 668-4751
Saskatoons

14 **DIETRICH BERRY PATCH**
Adam Dietrich, Moosomin, SK • 435-2188
Saskatoons, Raspberries

15 **'WILLING TO PICK' BERRY FARM**
Diana Durling, Balgonie, SK • 771-2890
Saskatoons, Raspberries

16 **STRAWBERRY RANCH, INC.**
Bea Epp, Saskatoon, SK • 384-4842
Strawberries, Saskatoons, Raspberries

17 **FOREST LAWN ORCHARDS**
Lenore & Gordon Evans, Weyburn, SK • 842-4846
Strawberries

18 **VINCENT FEHR**
Hague, SK • 225-5775
Strawberries, Saskatoons

19 **SOUTH VALLEY FARM**
Rod Flamen, Edenwold, SK • 771-2823
Strawberries, Saskatoons, Raspberries

20 **GARY & HELEN FRASER**
Porcupine Plain, SK • 761-0737
Strawberries, Raspberries

21 **GEREIN'S GREENHOUSE**
Richard, Ray & Shelly Gerein, Wilkie, SK • 247-4922
Saskatoons

22 **LINCOLN GARDENS(1987)**
Wayne & Rebecca Gienow, Lumsden, SK • 731-3133
Strawberries, Saskatoons

23 **HASTINGS' MANY BERRY ACRES**
Neil & Donna Hastings, Weyburn, SK • 848-0505
Saskatoons

24 **HRYCAJ'S STRAWBERRY FARM**
Larry & Karen Hrycaj, Prud'homme, SK • 654-2178
Strawberries

25 **GARY & DOROTHY HUBER**
Lintlaw, SK • 325-4474
Strawberries

26 **GORDON & SUSAN KALCSITS**
Edgeley, SK • 699-2571
Strawberries, Saskatoons, Raspberries & Other

27 **J.W. [illegible] MARKET GARDEN**
Jen[illegible]ng, Outlook, SK • 867-9419
Straw[illegible]erries, Saskatoons, Raspberries & Other

28 **SAU[illegible]E CREEK BERRY FARM**
Herman Kirstein, Raymore, SK • 746-4606
Saskatoons

29 **VISCOUNT FLOUR MILL**
Alois Koller, Viscount, SK • 944-2144
Saskatoons

30 **BERRY HILL ACRES**
Rachel Kunz, Naicam, SK • 874-2157
Strawberries, Saskatoons, Raspberries

31 **WHITE SAND BERRY FARM**
Valerie Kuzek, Theodore, SK • 647-2495
Strawberries

32 **LORMAR ORCHARD**
Lorne & Marilynn Lazorko, Bankend, SK • 576-2336
Strawberries, Saskatoons, Raspberries & Other

33 **HORM MAKOWSKY**
Kamsack, SK • 563-6330
Saskatoons

34 **CHAUTAUQUA GARDENS**
Debbie Mandzuk-Bugera, Verigin, SK • 542-3174
Strawberries

35 **VALLEY PLAIN STRAWBERRY FARM**
Lloyd McCorriston, Quill Lake, SK • 383-2770
Strawberries

36 **THUNDER RIDGE INC.**
James McCrea Sr. & Jeanine Hall
Melfort, SK • 752-2619/752-5328
Strawberries, Saskatoons & Other

37 **DENNIS MERKOSKY**
Humboldt, SK • 306-682-3687
Strawberries

38 **TREASURE VALLEY MARKETS**
Linda Metke, Cadillac, SK • 785-4602
Strawberries, Saskatoons, Raspberries, Chokecherries & Other

39 **C & V ORCHARD**
Charles & Valorie Moore, Weyburn, SK • 842-5842
Saskatoons, Raspberries & Other

40 **JOHN MORRIS**
Moose Jaw, SK • 694-4192
Raspberries

41 **MURRAY FARMS**
David & Merry Murray, Gainsborough, SK • 685-4606
Strawberries

42 **TOOH-TYME**
Henry Osowsky, Prince Albert, SK • 763-5739
Saskatoons

43 **BERRY VIEW FARMS**
Donald Pattison, Marshall, SK • 387-6531
Strawberries, Saskatoons, Raspberries, Chokecherries

44 **KIM PATTON**
Nipawin, SK • 862-4727
Saskatoons

45 **BUCK-L-BERRY FARMS**
Sheldon Peifer, Nipawin, SK • 862-9470
Strawberries, Saskatoons, Raspberries

46 **SHERRIES BERRIES**
Richard & Sherry Peters, Regina, SK • 545-7675
Strawberries, Saskatoons, Raspberries

47 **PETERSON'S GRINDSTONE FARM**
Rodney Peterson, Nipawin, SK • 862-9255
Strawberries, Saskatoons, Raspberries & Other

48 **PRAIRIE BERRIES**
Sandy Purdy, Keeler, SK • 788-2018
Saskatoons

49 **RUDY'S FRUIT FARM**
Steve Rudy, Carrot River, SK • 862-5720
Strawberries, Saskatoons, Raspberries

50 **THE SALISBURY PATCH**
Dan & Agnes Salisbury, Tisdale, SK • 873-3268
Strawberries, Raspberries

51 **SAUERBERRY FARM**
Darren Sauer, Kelvington, SK • 327-5141
Strawberries

52 **DELWOOD FRUIT FARM**
Robert/Maxine Dick & Wayne/Wanda Schmidt,
Lanigan, SK • 365-4767
Saskatoons, Raspberries

53 **EDWARD SCHROPP**
Craven, SK • 731-3056
Strawberries, Saskatoons, Raspberries & Other

54 **SHERWOOD FOREST ORCHARD**
Arne & Judy Strom, Regina, SK • 757-7052
Saskatoons, Raspberries, Chokecherries & Other

55 **ASPEN ACRES**
Joan Sutherland, Mont Nebo, SK • 468-2831
Strawberries, Saskatoons, Raspberries & Other

56 **HEAVENLY HILLS ORCHARD**
Chad & Denise Timm, Blaine Lake, SK • 497-2285
Saskatoons, Chokecherries & Other

57 **TOPP BERRY FARM**
Brian & Cherry Topp, White City, SK • 771-2021
Strawberries, Saskatoons, Raspberries, Chokecherries & Other

58 **PRAIRIE DOME STRAWBERRIES**
Elwyn Vermette, Yorkton, SK • 782-7297
Strawberries, Saskatoons

59 **RIVERBEND PLANTATION INC.**
Lee & Grace Whittington, Saskatoon, SK • 382-7036
Saskatoons

60 **SPRINGSIDE FARMS CO. LTD.**
James Wiens, Waldheim, SK • 945-4809
Strawberries, Saskatoons, Raspberries

61 **PEARL CREEK FARMS**
Jack Winniski, Melville, SK • 728-3976
Saskatoons, Raspberries & Other

SASKATCHEWAN FRUIT GROWERS ASSOCIATION

Building a Successful Fruit Industry

The Saskatchewan Fruit Growers' Association (SFGA) is a grower-directed organization dedicated to the production and marketing of premium quality Saskatchewan-grown fruit. A voluntary non-profit association, the SFGA is interested in the development of a strong and vibrant fruit industry.

To meet industry needs, the SFGA works with researchers, government, processors and consumers. It collaborates with these stakeholders on research, market development, quality standards, and other initiatives.

For more information, contact:
Saskatchewan Fruit Growers' Association
Box 622, Rocanville, SK S0A 3L0
Tel: (306) 645-4447 Fax: (306) 645-4523
E-Mail: cas.lyn@sk.sympatico.ca

AGRI-FOOD INNOVATION NEWS

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